

MEDICAL BRIEFS

Fibromyalgia

Attorneys Gary Bimberg and Joseph Houle will explain how the Social Security disability claims procedure uniquely applies to those with fibromyalgia. Free presentation will be held during the fibromyalgia support group meeting at 7 p.m. Monday, Oct. 23 in the auditorium of the Administration Building at Beaumont Hospital, Royal Oak. Call (248) 352-5700.

Infertility support

RESOLVE, an infertility education, information and support non-profit meets every third Friday of the month in the Administration Building at Beaumont Hospital in Royal Oak at 7:30 p.m. Contact Rochelle Anist-Gold at (248) 642-3101.

Vegetarian event

If you are a vegetarian or are interested in learning more about the lifestyle and putting vegetarian dishes to the test the 12th Annual Vegetarian Holiday Tasting Extravaganza will be held in three sessions from 11 a.m. to 4 p.m. Sunday, Nov. 14 at the Metropolitan SDA Junior Academy, 15585 Haggerty Road, Plymouth (one block north of Five Mile).

All levels of vegetarian eating will be offered as well as non-vegetarians and all with the flare of the holidays. Tickets are on a first come, first serve basis. Contact the Extravaganza hotline at (734) 495-3602. Tickets are \$10, adults; \$3, children ages 6-12.

Cold sore sufferers get relief from new topical medication

Eighty percent of cold sore sufferers won't kiss their loved ones during a cold sore outbreak. And that's doing the right thing, because the cold sore virus is communicable. But where does that leave the cold sore sufferer?

During the winter, cold sore triggers are rampant, from colds and flu to vacations in the sun and outdoor sports in the cold. And it can ruin holiday or travel plans, because not only do more than 80 percent of cold sore sufferers "dread" an outbreak, more than 60 percent will not have their photograph taken when they have visible cold sores, according to a recent Gallup poll commissioned by the maker of Denavir (penciclovir cream) 1 percent, the antiviral prescription cold sore medicine.

"I've had more than a few cold sores absolutely ruin my plans," said Karen Duffy, actress, model and cold sore sufferer.

Like more than 70 percent of cold sore sufferers, Duffy had tried home remedies. "When I heard there was a prescription treatment, specifically for cold sores, I couldn't wait to try it."

"Essentially, people are saying that when they get cold sores, they have a negative impact on their quality of life,

and yet they're not satisfied with what's available over-the-counter," said David Leffell, M.D., professor of dermatology and plastic surgery at Yale. "Cold sore sufferers should talk to their physician or dentist about treatment."

Relief

Denavir (penciclovir cream) 1 percent, the prescription antiviral cold sore medication, is the first and only clinically proven cold sore medicine approved by the U.S. Food and Drug Administration for the treatment of recurrent cold sores in healthy adults. In the largest clinical study ever conducted with cold sore sufferers, Denavir healed cold sores on average in 4.5 days. Denavir penetrates the skin to block the virus that causes cold sores. It is a tasteless and odorless topical cream that dries invisible when applied to affected areas.

Close to one-in-five adults report they have had at least one cold sore outbreak in the past month. On average, cold sore

■ 'The cold sore virus lies dormant inside the facial nerves until it is triggered and results in a visible cold sore. Once you have the virus, it remains in your body forever and can be triggered into action over and over again.'

sufferers report two outbreaks in the past 12 months. More than half (52 percent) describe their recent outbreak as mild, but 10 percent describe their most recent case of cold sores as severe.

In spite of all these findings, only 26 percent of cold sore sufferers have sought treatment through their physician or dentist. That could be because only 25 percent of cold sore sufferers are able to correctly identify that a virus causes cold sores.

The cold sore virus lies dormant inside the facial nerves until it is triggered and results in a visible cold sore. Once you have the virus, it remains in your body forever and can be triggered into action over and over again.

"When people understand that cold sores are caused by a virus, they can begin to treat them more effectively and seek prescription medicine," Leffell said.

Effective treatment

Many cold sore sufferers get an early warning signal, the tell-tale "tingle," that a cold sore is on its way, and most can identify factors that trigger their cold sores, such as anxiety (14 percent), a cold (14 percent), sunburn (9 percent), fever (7 percent) or cold weather (6 percent).

"Most people recognize the tingling sensation as a sign that a cold sore is coming," Leffell said. "This is the time when treatment is most effective."

Also, most sufferers say that cold sores seem to pop up at the most inopportune times. "I keep my Denavir with me all the time," Duffy said. "That way when I feel like I'm getting a cold sore, I'm always prepared and can start treating it right away."

In Denavir studies, a few people experienced side effects, such as headache (5.3 percent of patients treated with Denavir vs. 5.8 percent of placebo-treated patients) and redness where the cream was applied (1.3 percent of patients treated with Denavir vs. 1.8 percent of placebo-treated patients). For additional information about Denavir and cold sores, call 1-888-DENAVIR, or visit Denavir's redesigned Web site at www.denavir.com.

Psychotherapist conducts local workshops

Internationally renowned psychotherapist, Ilana Rubinfeld, Ph.D., will make two presentations hosted by Michigan Women Psychologists Friday, Oct. 22 and Saturday, Oct. 23. The first session, titled "Healing the Emotional/Spiritual Body," will feature The Rubinfeld Synergy Method. An approach that integrates body and mind, emotion and spirit, using gentle and "lis-

tening" touch, movement, Gestalt techniques, breathing patterns and imagination to open gateways for contacting and expressing feelings.

Rubinfeld will lead group exercises, teach "hands-on" techniques for deepening the language of touch, present individual demonstrations to illustrate the relationship between posture and emotions and will show how the body's story — physical patterns of tension and constraint — reveals deep issues in our lives. Throughout

the workshop participants will learn and experience the healing power of humor and self-care.

In session two "The Art of Self-Care," the notion that therapists often give too much of themselves to their work and deplete their reservoirs of professional, emotional and spiritual energy. In this experimental program, Rubinfeld will teach participants how to become

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Great Deals For You.

You'll find incredible savings on discontinued cabinets, counters, fixtures and more at the National Kitchen and Bath Association's sale during the Fall Remodeling Show at the Novi Expo Center, October 14 through 17.

Mean A Great Deal For Those In Need.

This exciting event is sponsored by WJR Radio and The Observer & Eccentric Newspapers. All the profits from the sale go directly to Habitat for Humanity to build decent homes for needy families.

The National Kitchen and Bath Association Sale At The Fall Remodeling Show. NOVI EXPO CENTER

THURSDAY OCT. 14, 2-10pm
FRIDAY OCT. 15, 2-10pm
SATURDAY OCT. 16, 10am-10pm
SUNDAY OCT. 17, 10am-6pm

ADMISSION:
ADULTS \$6.00 SENIORS \$4.00
CHILDREN 6-12 \$3.00
CHILDREN UNDER 6 FREE
Family tickets for two adults and accompanying children available at Farmer Jack - \$9.00

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